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**UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK**

ADVANCE MAGAZINE PUBLISHERS INC.
d/b/a THE CONDÉ NAST PUBLICATIONS,

Plaintiff,

v.

ACTIV8NOW, LLC and ACTIVE8MEDIA, LLC,

Defendants,
Counterclaimants Activ8now
and Active8media,

v.

ADVANCE PUBLICATIONS, INC.
and RICHFX, INC.,

Third Party Defendants.

CIVIL ACTION NO.:
1:05-cv-07516-(KMK)(DFE)

EXHIBIT B TO
RICHFX, INC.'S OPENING CLAIM CONSTRUCTION BRIEF

(12) **United States Patent**
Headrick et al.

(10) **Patent No.:** **US 6,535,889 B1**
(45) **Date of Patent:** ***Mar. 18, 2003**

(54) **SYSTEM AND METHOD FOR OBTAINING
AND DISPLAYING AN INTERACTIVE
ELECTRONIC REPRESENTATION OF A
CONVENTIONAL STATIC MEDIA OBJECT**

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(*) **Notice:** Subject to any disclaimer, the term of this
patent is extended or adjusted under 35
U.S.C. 154(b) by 0 days.

This patent is subject to a terminal dis-
claimer.

(21) **Appl. No.:** **09/468,687**

(22) **Filed:** **Dec. 20, 1999**

Related U.S. Application Data

(63) Continuation-in-part of application No. 09/406,171, filed on
Sep. 23, 1999.

(51) **Int. Cl.⁷** **G06F 17/30**

(52) **U.S. Cl.** **707/104.1; 705/10; 705/14;**
705/26; 705/37; 709/218; 345/684; 345/349

(58) **Field of Search** **709/218; 705/26;**
705/14, 37, 10; 345/349, 684; 707/104.1

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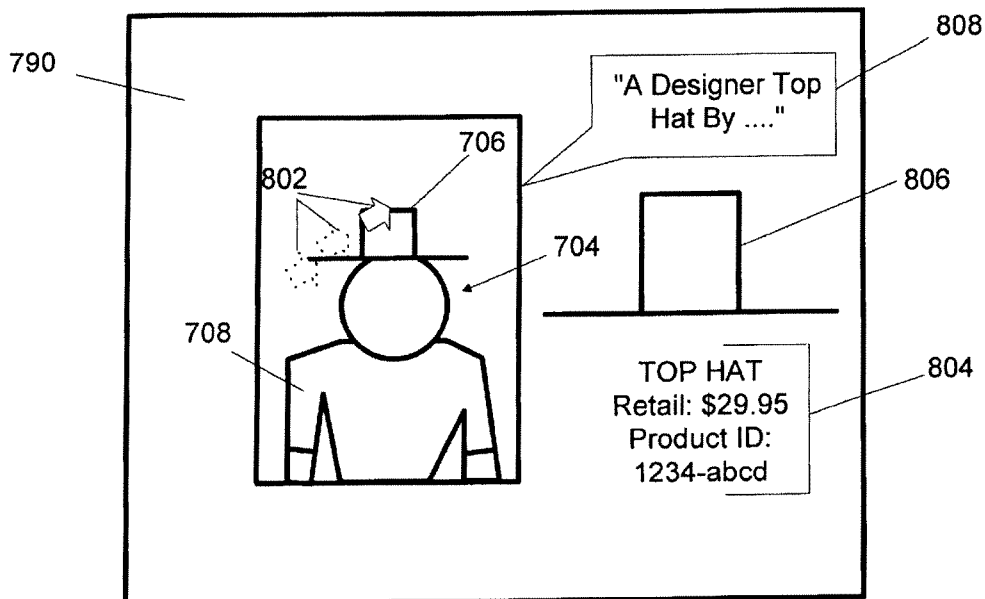
Primary Examiner—Charles Rones

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(57) **ABSTRACT**

A system and method for displaying an interactive electronic
representation ("IER") of a conventional static media object,
such as an electronic publication containing a digital image,
is provided by associating a unique identification tag with a
static media object. The unique identification tag is also
associated with the IER, which is stored in a computer
database. An application program for retrieving the IER
embodying aspects of the present invention may receive the
unique identification tag and, based upon the unique iden-
tification tag, locate and display the corresponding IER. A
user of the application program may then interact with the
IER by selecting portions of the IER. When a portion of the
IER is selected, additional information regarding the
selected portion of the IER may be displayed to the user.

16 Claims, 9 Drawing Sheets



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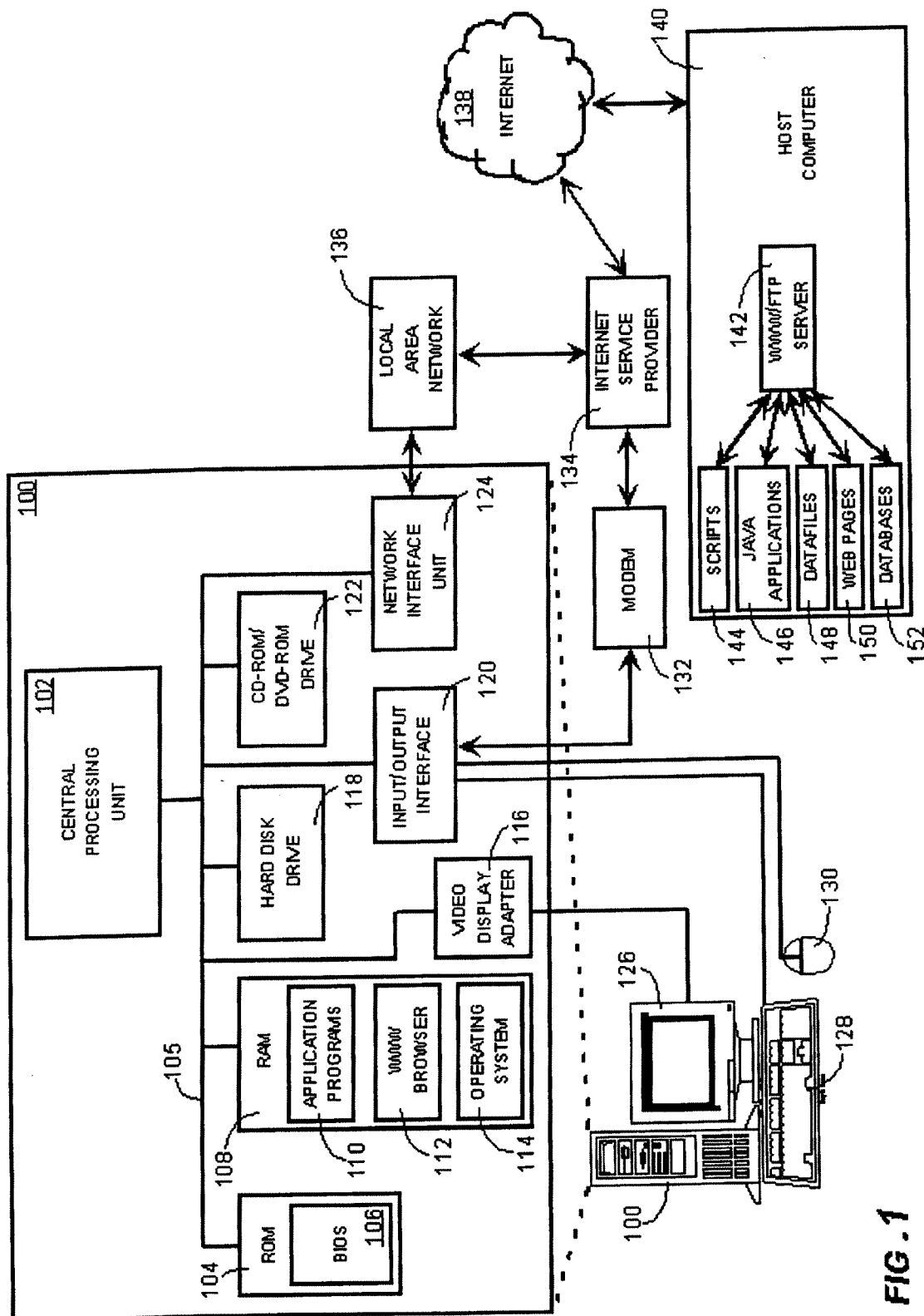
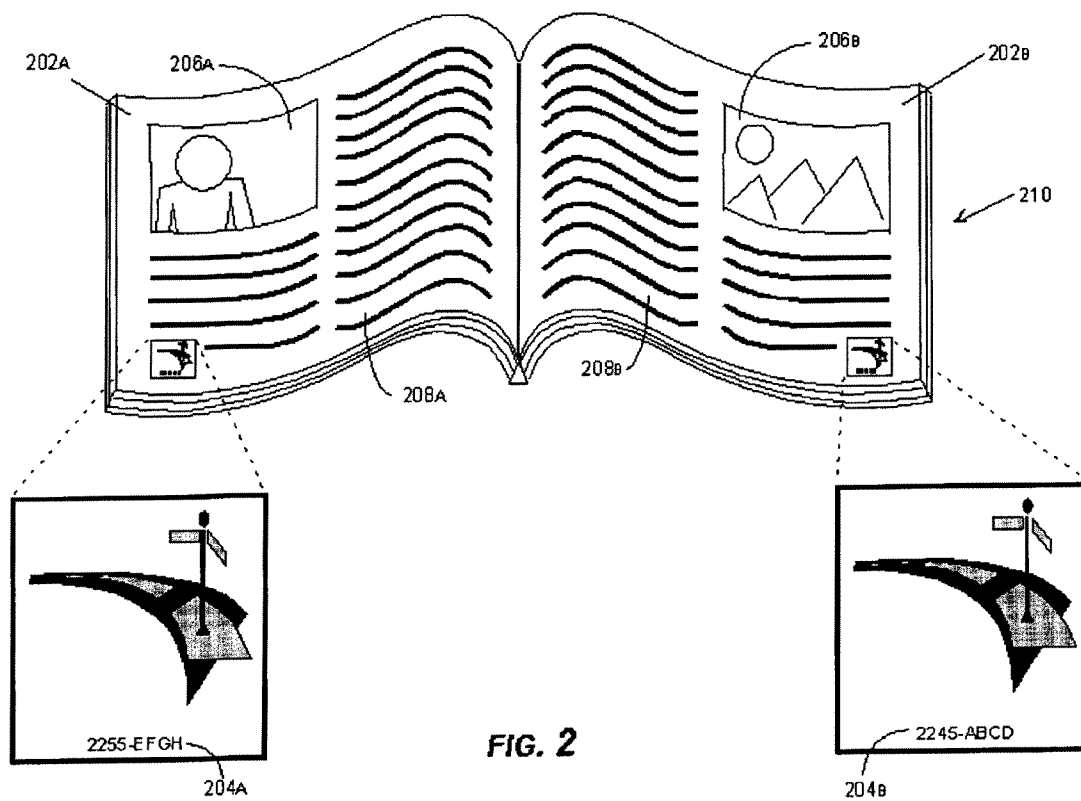
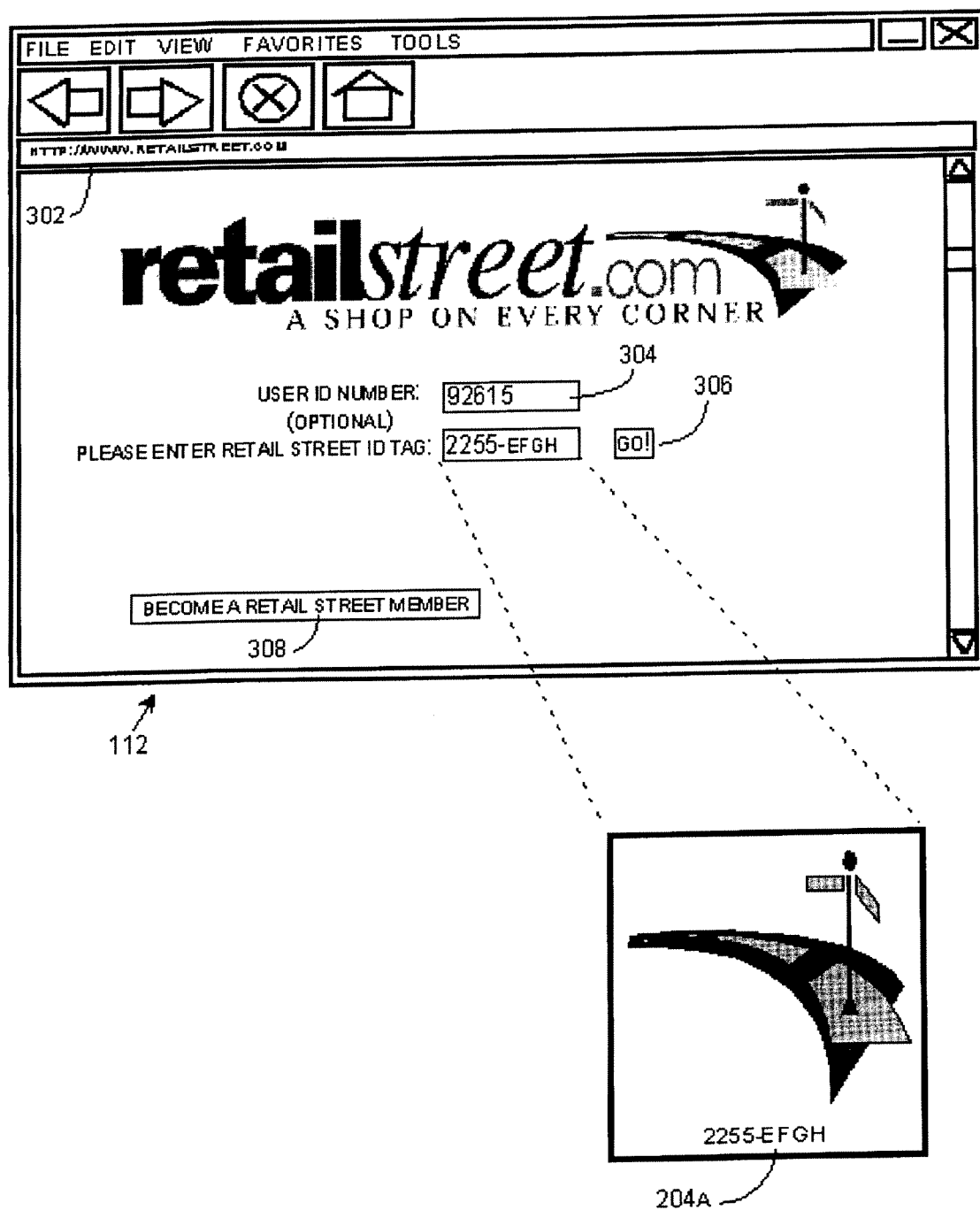


FIG. 1







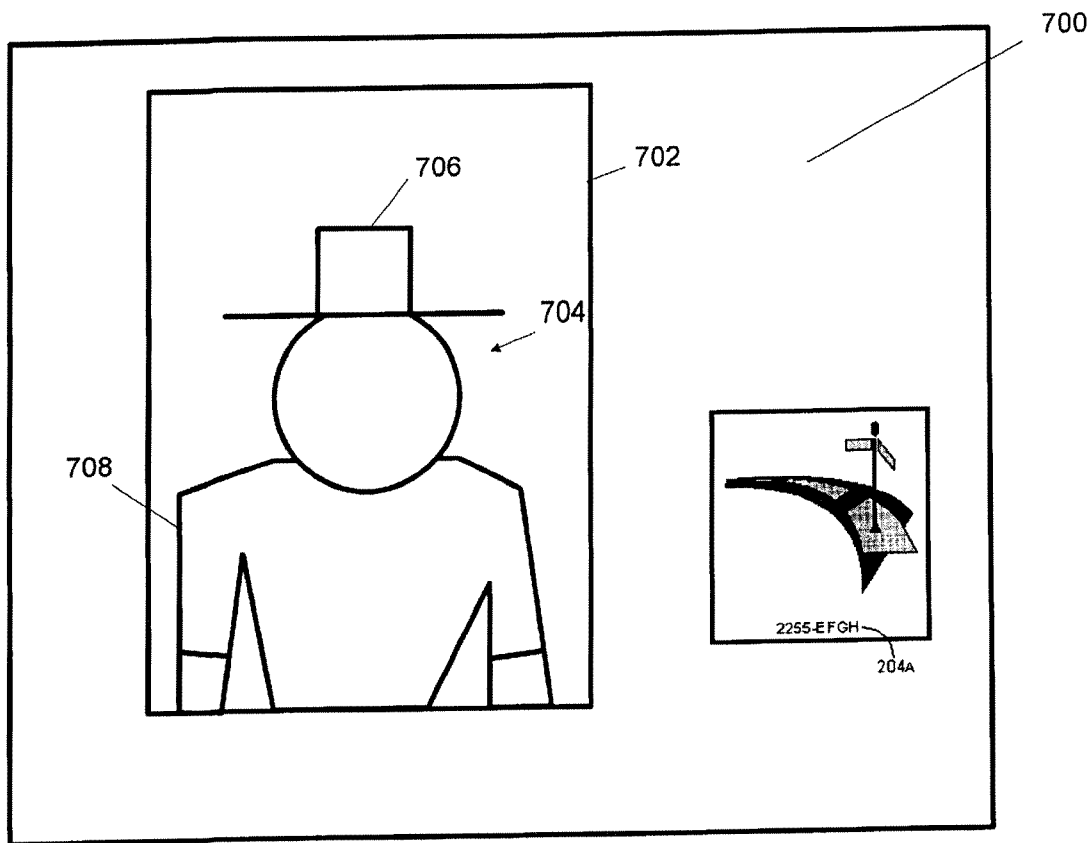


FIG. 3c

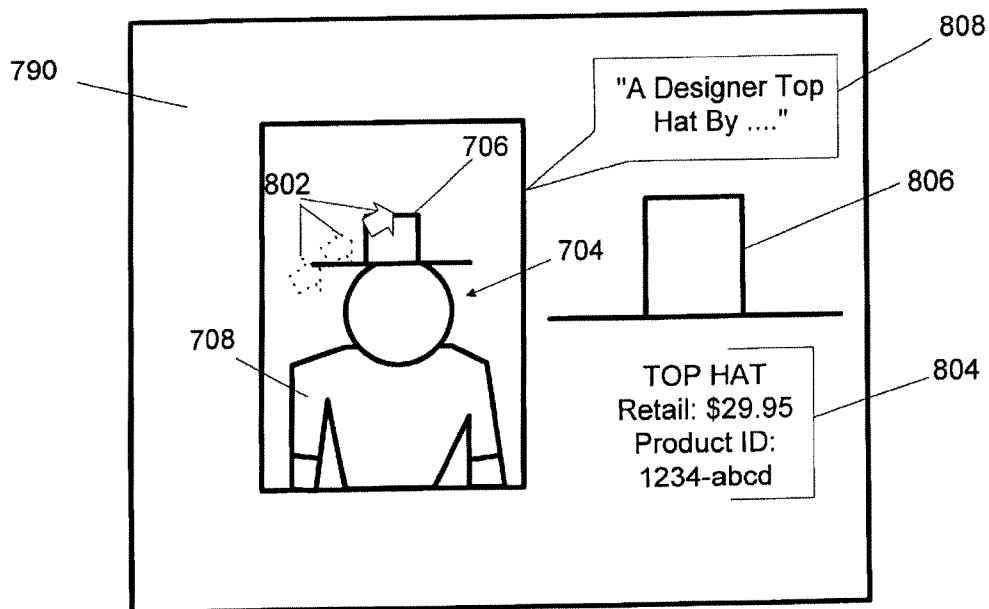


FIG. 3d

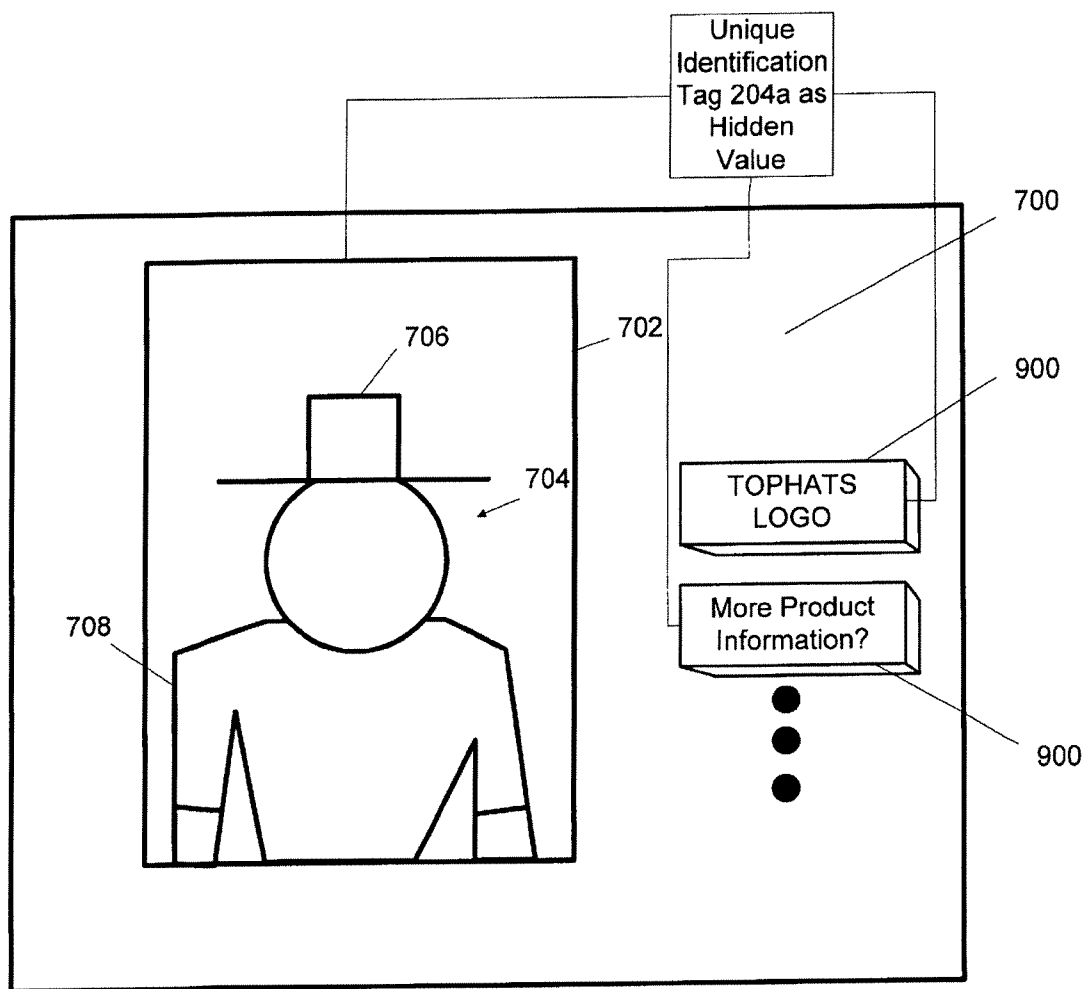


FIG. 3e

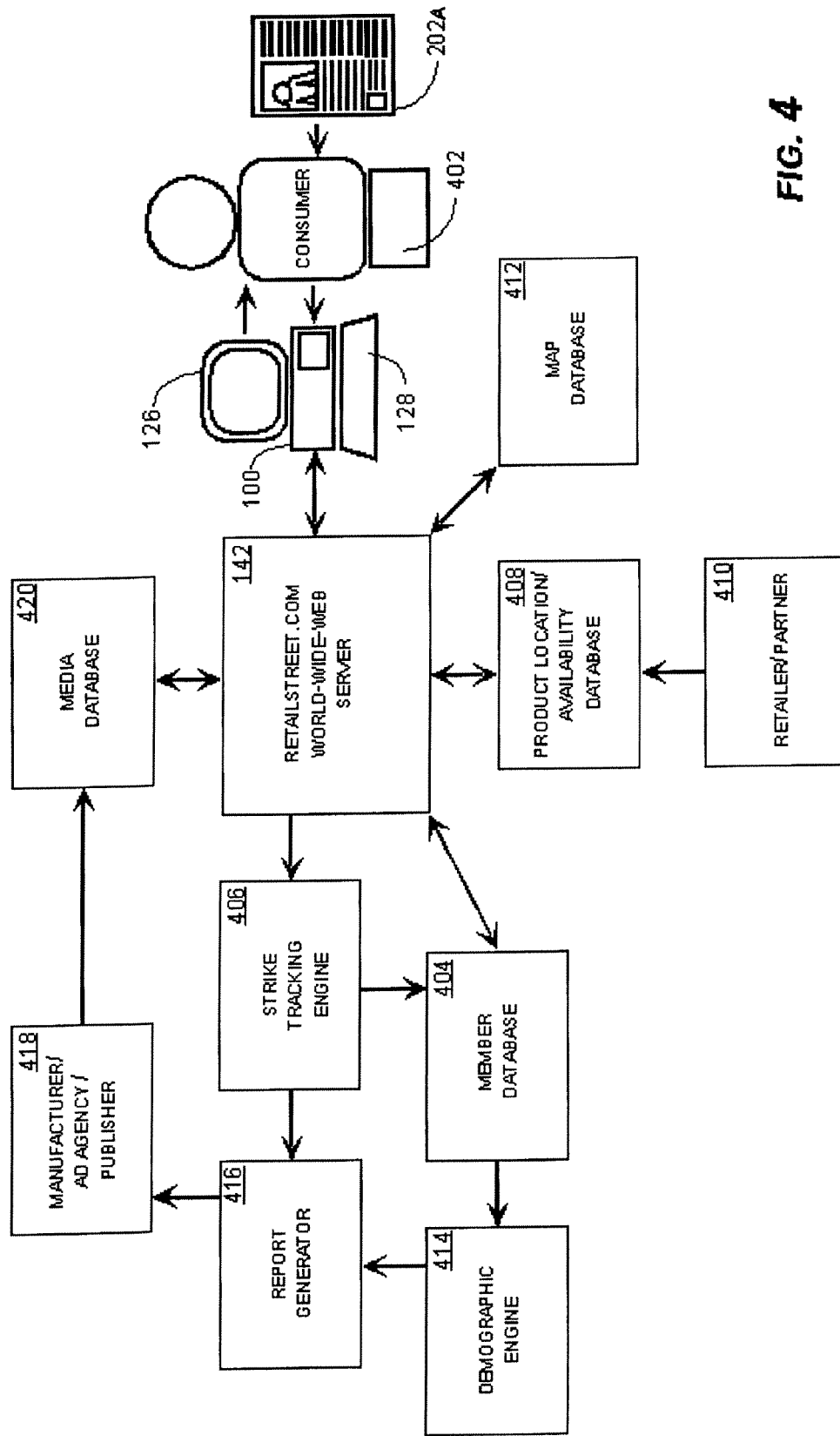


FIG. 4